



infoTECH Feature



Free Range Content Unveils Repost.US Beta Version

By Carolyn J. Dawson
3/2/11

[Free Range Content](#), a leading creator of products and services that maximize the reach and revenue of digital content, has [recently announced](#) the launch of the beta version of its latest product, Repost.US. Repost.US is a web-based platform which will enable publishers and content creators to instantly monetize their digital work and automate online syndication by providing easy, instant 24/7 access to a wide range of content for syndicators. Repost.US has removed the human element from managing syndication rights and [monetization](#), thereby extending the reach and revenue of original content, and ensures the integrity and proper attribution of online assets.

[In a release](#), John Pettitt, CEO of Free Range Content, Inc. said that, “The Internet is no longer simply about bringing traffic to your site. Content needs to be portable and go where the readers are, which requires the ability to distribute or post any article, from any site, in a matter of a few clicks. Repost.US is for everyone who creates original online content from individual bloggers to major media companies. It costs money to create quality content, and with Repost.US, there is now an easy way to get a better return on that investment through instant monetized syndication.”

Repost.US ensures the content integrity and also that the original publisher remains the primary search destination, by simple loading the content directly from the origination site into the reader’s browser. Repost.US’ launch partners include Worldcrunch.com; EDGE Media Network; Spot.US; and Fansided.com. the monetization include four options, Embedded advertising from Repost.US; Embedded advertising from the publisher; Paid ([News](#)  [Alert](#)) syndication with tiered pricing based on number of impressions such as page views; and Free syndication including open licenses such as Creative Commons.

David Cohn, founder and director of Spot.US [added that](#), “We put a great deal of work into creating quality content at Spot.US, and we’re excited to bring that content to more readers through the Repost.US instant syndication platform.”

In [related news](#) from October 2010, Free Range Content, Inc. announced the rebranding of its flagship service clp.ly., to be known as Curate.US. The new brand reflects the company's commitment to the free exchange of information and ideas as guaranteed by the First Amendment of the United States Constitution. It also better reflects the content-sharing activity

facilitated by the service and engaged in every day by millions of people across the World Wide Web.

<http://it.tmcnet.com/topics/it/articles/150101-free-range-content-unveils-repostus-beta-version.htm>